



DEPARTMENT OF THE ARMY
CALIFORNIA ARMY NATIONAL GUARD
HEADQUARTERS, CAMP ROBERTS
CAMP ROBERTS, CALIFORNIA 93451-5000

CACR-PAO

6 March 2006

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: Camp Roberts News Media Policy

1. **Purpose:** This memorandum establishes policies and procedures for interaction with news media.
2. **“Unofficial” Or Off-Duty Contact by News Media:** All contacts by news media made to any soldier at, or civilian employee of, Camp Roberts will be reported as quickly as possible to the Camp Roberts Public Affairs Office. As provided in Department of Defense directives and applicable service regulations, the right of a service member or civilian employee to speak to the media about unclassified matters is permitted to the extent that one does not represent themselves as an official spokesperson for the military or the installation; the requirement to report contact to the Public Affairs Office is for the purposes of informing installation command of such contact.
3. **Official Contact by News Media:** Any office, soldier, or civilian employee receiving a request from news media for information will refer the inquiry to the Public Affairs Office.
4. **Official Representation:** The official “spokesperson” for any military entity is the commander of the unit; for Camp Roberts, the official “spokesperson” is the Post Commander. The Post Commander has authorized the Public Affairs Office to work with the media, to designate a Public Affairs representative to speak with the media, and to assist a “subject matter expert” in an official capacity when speaking with the media.
5. **Entrance onto the Installation by News Media:** News media generally must be escorted on the installation. This is done to ensure the safety of the visiting media and to assure a representative of the installation is available to them for questions. All visiting media must be reported to the Public Affairs Office, or on-call representative, who may at his or her discretion, authorize unescorted access. This is a privilege usually afforded to news media members known to the Public Affairs Office and conducting activities generally not requiring an escort, such as proceeding to the Headquarters or the Museum. The failure of a news media representative to arrange for an escort in advance from the Public Affairs Office may result in denied entrance onto the installation.

CACR-PAO

SUBJECT: Camp Roberts News Media Policy

6. Unit Media Activities: Units assigned to or training at Camp Roberts arranging a visit by a member of their local media should coordinate with the Camp Roberts Public Affairs Office. It is generally acceptable for the unit to provide escort, ideally a trained Unit Public Affairs Representative (UPAR), for visiting media. The Camp Roberts Public Affairs Office can also provide guidance and/or support to units being visited by invited media.

7. The Camp Roberts Public Affairs Office point of contact is Lisa Norris at 805-238-8308.

A handwritten signature in black ink, appearing to read 'JFS', followed by a horizontal line.

JOHN F. SMITH
COL, FA
Commanding

DISTRIBUTION:

C (Garrison Staff, Tenant Organizations, and Units using Camp Roberts)